15 Hiring Tips to Meet Your Staffing Challenges

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BBP – Better Business Planning

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➢ Insurance | Pre-tax | COBRA | FMLA | Compliance
➢ Third-generation family company with over 40 years of business
➢ Personalized customer service with dedicated account managers
➢ Service groups of all sizes nationwide
➢ Integration with Payroll and HRIS companies
➢ Technology: Mobile App – Mobile Wallet – Easy System
Employee Benefit Incentives

➢ Insurance is a key benefit to employment for many
➢ There are additional options besides traditional medical, dental, and vision plans
➢ Pre-tax funded plans vs Post-tax funded plans

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Pre-tax Incentives

- FSA/HSA – can be used by EEs for everything from sunscreen to prescriptions
  - HSAs offer investment accounts
- Transit Parking – can be used for expenses like Uber/Lyft, public transportation, parking, and more
- HRA – can be used to for medical, dental, and vision expenses and be coupled with insurance allowing ERs to help with EE deductibles
  - EBHRA
  - QSEHRA
  - Spousal Carveout HRA
  - Dental HRA
  - Vision HRA
Trending Accounts

➢ Lifestyle Plan – allows ERs to sponsor expenses that better their EEs physical/mental health, personal development

➢ ICHRA (Individual Coverage)
  ➢ Can fund Teladoc, mental health, financial strategy

➢ Pet accounts – insurance for unexpected pet expenses

➢ Tuition Reimbursement Account / Student Loan Reimbursement Account

➢ Back-Up Care Reimbursement Account – can be used to take care expenses exceeding traditional Dependent Care FSA

➢ Vaccine Verifier Program
Why employers enjoy our services

➢ Compliance consulting & administration
➢ Keep clients up to date with everchanging regulations
➢ Handled COBRA ARPA changes for free
➢ Full service FMLA | Handled FMLA COVID changes
➢ Effective Customer Service
➢ Phone
➢ Email
➢ Online chat
➢ HR Consulting – Doreen Petty
Start with a Holistic View

➢ The issues with hiring overlaps with issues of managing current employees.
   ➢ How people react to what they know about a business – as an applicant or an employee.

➢ This 15-point review will address tips for hiring in small businesses while the pandemic still affects our economic realities.

➢ Hold up a mirror to see yourself and your business as others see you.
1. The Rules of Business Have Changed

➢ . . . And they may never change back.
➢ Moving into the future walking backwards will damage your business.
➢ Focus on what is true now and what can be true going forward.
2. Job Descriptions: The Foundation

- Job Descriptions: Clear and True
  - Including deliverables (not just responsibilities)

- KSA’s for the current job (not some ideal version of the job)
  - e.g., if not functionally required for successful performance, don’t add it.

- Do a criteria audit, if necessary
  - Compare your criteria with experiential evidence of the job.

- The Job Description is a Tool
  - Puts everyone on the same page (understanding the job)
  - Partners with the resume to help develop . . .
    - Interview questions
    - Performance conversations
3. Job Ads

➢ Craft to entice applicants
➢ Include Information about the company and core values
➢ Use key words that ideal applicants are using in searches
   ➢ Need to know your ideal applicant!
4. Where the Power Is

- Prospective employees have more power than ever
- They want a job, but . . .
  - They want to choose based on their needs
- Do share your own expectations, and
  - Ask about applicant’s needs during screening and in interviews
5. Communication

- Communicate well and often
  - Don’t leave anyone hanging
  - Be in contact every step of the way

- Ask open-ended questions
  - Dig into the resume/applications during screening
  - Make sure you interview only qualified applicants

- Don’t waste their time or yours
6. Talk about the Salary

➢ Be transparent about salary and benefits
  ➢ Put it in the job ad
  ➢ Answer every question about compensation and benefits
  ➢ There are few, if any, relevant reasons to hid this information

➢ Asking about salary only means they want to know the salary

➢ The applicant is interviewing the company
  ➢ They have every right to qualify or disqualify based on compensation and benefits

➢ No one wants to waste time
7. Get Creative in the Applicant Search

➢ Be ready to invest
  ➢ Know your budget

➢ Some ideas:
  ➢ Consider temp-to-perm hires (work with a contract house)
  ➢ If you are large enough, investigate a Professional Employer Organization (PEO)
    ➢ They can do all the HR transactional work for you
  ➢ Use employee referrals for new hires whenever possible
    ➢ reward employees who bring in quality applicants, who stay for a designated period.
  ➢ Offer hiring bonuses to new hires
    ➢ Paid after a length of employment
  ➢ Post positions on multiple job boards (or hire a consultant or recruiter)
  ➢ Screen applicants using questionnaires, video, or phone calls.
    ➢ Not doing it live gives people to gather their thoughts and record their responses
8. Audit your Employee Treatment

➢ Take a critical look at your treatment of employees
  ➢ This is visible to applicants during the process
  ➢ What do you know and How do you know it?

➢ Include these topics (not inclusive):
  ➢ Compensation and Benefits strategies
  ➢ Paid-Time-Off (PTO)
  ➢ Compliance factors
  ➢ Management skills
  ➢ Engagement efforts
  ➢ Trust
  ➢ How long you keep ineffective or toxic employees
  ➢ How well you manage remotely. (manage by deliverables?)
  ➢ How your employees know they are valued, cared for, and appreciated
9. Interview Process

➢ Improve your Interview Process
➢ Interviews are conversations
   ➢ It’s a two-way street
   ➢ Give plenty of time for the applicant to assess you and the business
➢ Ask and encourage questions
➢ Be transparent
   ➢ Don’t sugar-coat anything
10. Make Connection Easy

➢ Make it easy for prospective employees to find and connect with you

➢ Here are some ideas:
  ➢ Have a way for prospects to apply or learn about job openings on website
  ➢ Optimize your social media activity to attract and engage
    ➢ They might be in your customer base now!
  ➢ Know your employer brand
    ➢ Optimize it on your website and in social media
  ➢ Make your core values and company story visible and obvious in your online presence
    ➢ Have a company resume
  ➢ Be on the social media platforms used by your ideal applicants
    ➢ Build avatars of your ideal applicants
11. Be Visible to Your Ideal Applicants

➢ Here are some ideas to be visible:
  ➢ Virtual open houses.
  ➢ Webinars or online workshops
    ➢ Highlight some of the work, your history, stories about your employees, altruistic activities, other recent events, etc.
  ➢ Virtual meet-and-greets or tours (same topics as above).
12. Be more visible (continued)

➢ Use video more in the acquisition and staffing process
➢ Here are some ideas:
  ➢ For Interviews
    ➢ Give employees questions, let them video their responses
    ➢ To explain job descriptions and show job activities
  ➢ For job applications
    ➢ Submitted by applicants
    ➢ Overviews by hiring manager/HR
  ➢ Job Ads
  ➢ Marketing to prospects
    ➢ Let employees talk about the business
13. Pay attention to Diversity

➢ Make sure hiring reflects the demographics of your talent pool, customer base, and community

➢ This will help attract diversity to your business
14. Uncertainty

➢ Uncertainty is a key environmental and experiential factor

➢ Human brains don’t handle uncertainty well

➢ To counter that:
  ➢ Validate employee concerns
  ➢ Employ open and frequent communication
  ➢ Transparency about the business
  ➢ Be trusting and trustworthy
  ➢ Model the behaviors you want to see
15. Avoid Assumptions

➢ Assumptions are presumptive at best and can be insulting
➢ Do not apply your thinking to other people’s experience
➢ Do not assume you know what your employees or applicants are going to do, say, think, or feel
➢ Create conversations by asking open-ended questions
  ➢ co-create a shared experience
Final Comments

➢ Nothing is going to work every time for every business
➢ The best strategy is to be flexible, creative, and open-minded
➢ Be ready for anything and everything will be an opportunity to:
  ➢ Get what you need for your business, and
  ➢ Give someone else a chance to land the job they’ve been hoping for
➢ Start hiring and staffing processes as soon as possible
➢ Be patient and persistent
Any Questions?

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